



KEMPSEY
Shire Council

Business Toolkit

2022-2023


KEMPSEY
Shire Council

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Photo: Smoky Cape Lighthouse and Lighthouse Keepers Cottages, South West Rocks

Acknowledgement of traditional owners

Kempsey Shire Council acknowledges the land of the Thunggutti/Dunghutti Nation. We pay respect to Elders past and present. We acknowledge the role of emerging leaders to continue to guide us in the future. We acknowledge the Stolen Generations and the need to change practices to be inclusive. The land always was and always will be Thunggutti/Dunghutti land.



KEMPSEY
Shire Council



This Business Toolkit has received funding under the the NSW Government Small Business Month program and is an initiative of Kempsey Shire Council.



Message from the General Manager

Whether you are looking to grow an existing business or start a new business the Macleay Valley is a great place to do business.

The Macleay Valley is strategically positioned approximately mid-way between Sydney and Brisbane and, closer to home, between the coastal regional centres of Port Macquarie and Coffs Harbour.

We recognise that jobs growth is critical to our region's economic future, and we have many natural and developed advantages to draw upon to encourage businesses to establish and grow in the Macleay Valley.

We see a major role for Council in providing and supporting public infrastructure, schools, sports, recreation facilities and housing that is valued by, and supports, our business community's growth. Council welcomes the opportunity to work closely with business throughout the development application process and provides several services to assist business in this area.

Providing high quality roads, transport networks, water and sewerage is paramount to attracting development and investment. We also work closely with our industry sectors to capitalise on identified economic growth opportunities.

I am extremely proud of our Council's leadership and the value we place on welcoming new businesses and families to our beautiful part of the world. Here, within this guide, you will find advice and information as well as helpful business networks and advisory services.

I invite you to get in touch with our economic development team to find out more about opportunities for investment, information, contacts and support.

We are here to help, so if you want to know more about the services we have to offer or the business opportunities here, contact us today.

Craig Milburn
General Manager
Kempsey Shire Council

About this Toolkit

If you are looking to start a business in Kempsey Shire or expand your existing business, our Kempsey Shire Council Business Toolkit is designed to assist you. It brings together the resources and contacts to provide you with a smoother business journey.

We have compiled the business resources on offer from Council, the NSW Government and the Australian Government into one toolkit, to make it easier for you to find information.

Opportunities in Kempsey Shire

Kempsey Shire is open for business. There are many reasons to consider investing and growing your business here. We are located midway between the two major cities of Sydney and Brisbane, and the two rural cities of Port Macquarie and Coffs Harbour.

The township of Kempsey is located along the Pacific Highway and rail corridor providing businesses with quick highway and rail access. The Macleay River runs from the mountains to the beautiful coastal beaches offering rich agricultural opportunities and pristine nature-based tourism.

We have a diverse range of industries with the largest economic contributors to the region being:

- Construction
- Manufacturing
- Healthcare and social assistance
- Public administration and safety
- Education and training
- Transport, postal and warehousing
- Tourism
- Agriculture
- Retail trade
- Administrative and support services

Council recognises that strong partnerships with the business community are critical to the development of a vibrant and inclusive economy.

The blueprint driving economic development is *Horizon 2030: Economic Development and Tourism Plan*, which identifies key gamechanger projects and initiatives for a prosperous economy into the future.

Our Economic Development Team would be more than happy to talk with you and can be reached at Business@kempsey.nsw.gov.au or **02 6566 3200**.

Central Business Districts and business land

There are several business districts and geographic industry clusters in the Macleay.

Central Kempsey CBD and West Kempsey Business District

Central Kempsey CBD runs adjacent to Smith Street and Belgrave Street with retail, cafe, service organisations and large supermarkets.

West Kempsey Shopping District is located to the west of the Kempsey town centre along Elbow Street.

It includes retail, food and large service organisations including Kempsey Shire Council, Kempsey Police Station and Department of Human Services.

South West Rocks Town Centre

Central core of South West Rocks overlooking Horseshoe Bay and Back Creek. Located along Paragon Avenue, the area has cafes, restaurants, retail, service organisations, historical precinct and residential apartments and accommodation.

South Kempsey Industrial Park and Employment Hub

Located in South Kempsey, the industrial area offers zoned and serviced industrial land, purpose-built facilities, with opportunities to purchase industrial land.

South West Rocks Industrial Area

Located on the western side of South West Rocks, the industrial area offers zoned and serviced industrial land.

Tourism

Welcoming over half a million visitors annually and growing, tourism is visible largely within the coastal townships from Stuarts Point to Crescent Head.

The Macleay is known for its pristine nature-based experiences, beaches and tucked away hinterland and country experiences.

Agricultural Land

Kempsey and surrounds is made up of traditional farming land that boasts large tracts of arable land close to the coast, along the banks of the Macleay River and in the expansive hinterland regions.

Local land profile

The Macleay Valley has a geographic footprint of 3,338sq km from the hinterland to the coast. The region's landscape is highly scenic and features winding rivers, lush timbered hinterland, grazing pastures and hundreds of kilometres of pristine beaches.

In addition to Kempsey and South West Rocks, the Shire is comprised of other urban areas and rural villages, including:

- The urban villages of Crescent Head, Stuarts Point, Hat Head, Gladstone, Smithtown and Frederickton.
- The rural villages of Grassy Head, Fishermans Reach, Jerseyville, Kinchela, Kundabung, Willawarrin and Bellbrook.

Map of Council Regions

There are several business districts and geographic industry clusters in the Macleay.



Local and regional business networks

There are several business networks within the region that bring businesses together. They are a great way to network, connect with other businesses and find out about local opportunities.

Local

Macleay Valley Chamber of Commerce

The Chamber is the voice of business in the Macleay Valley that represents, informs and connects the local business community. Make sure to check out the regular networking event calendar which is packed with great guest speakers.

🌐 www.macleayvalleychamber.com.au 📘 www.facebook.com/macleaychamber

South West Rocks Chamber of Commerce

The South West Rocks (SWR) Chamber represents the SWR business community and works to bring together the businesses of SWR and district to share ideas and for mutual support.

🌐 www.southwestrocks.org.au 📘 www.facebook.com/SWRCC

Macleay Valley Business Womens Network

An organisation of local women in business who come together to exchange ideas, information and inspiration as they strive for business success.

🌐 www.mvbwn.com.au 📘 www.facebook.com/mvbwnempower

Photo: The Macleay has a range of independent boutique retailers



Regional

Regional Development Australia Mid North Coast (RDAMNC)

RDAMNC's role is to support the economic development of the local government areas of Coffs Harbour, Bellingen, Nambucca, Kempsey, Port Macquarie Hastings, Taree and Lord Howe Island. Their primary focus is on economic development that affects the wider region and delivers a positive outcome. This might be to encourage more jobs, public or private investment, industry growth or a greater capacity for our region to compete.

RDAMNC also run a signature business to business networking event 'Ignite MNC'.

🌐 www.rdamnc.org.au/
📘 www.facebook.com/RDAMNC_

State

Business NSW

Business NSW is the peak policy and advocacy body for representing businesses in NSW. It identifies the key issues impacting business and finds practical policy solutions to ensure businesses across NSW prosper and grow.

By joining a local chamber of commerce you also get membership to Business NSW.

🌐 www.businessnsw.com
📘 www.facebook.com/BusinessNSW

Kempsey Shire Council Business Resources

Business Support Services

Economic data

To assist you in tailoring profiles to meet your specific needs, Council provides the 'ID Profile' service. This includes demographic data, economic data, population forecast modelling and economic analysis tools. It is available at: www.economy.id.com.au/kempsey

If you require assistance, or wish to use the 'Economic Impact Tool' or 'Event Impact Calculator' please contact Council's Economic Development Team on telephone **02 6566 3200** or email business@kempsey.nsw.gov.au

Business & Industry E-Newsletters

To help you stay updated with the latest business news subscribe to one of our Council Newsletters. These newsletters are packed with the latest information, opportunities, business events and much more. www.ksc.pub/bus-enews

Business & Industry Workshops

Council holds business workshops and events throughout the year. Make sure to join in and meet other businesses and find out about upcoming opportunities.

These are listed on Council's website and Eventbrite page. www.ksc.pub/councilevents

Planning services and tools

Duty Planner service

If you have a general planning or pre-lodgement question, you can contact Council's planning staff for advice through the Duty Planner service. This service is available on Tuesday, Wednesday or Thursday between 9am and 1pm as a phone call or in person meeting. Appointments can be made by contacting Customer Service on **02 6566 3200**.

Alternatively, you can leave a message with Customer Service at any time and this will be logged in a register for a call back. A Duty Planner will then return your call.

🌐 <https://ksc.pub/planning-advice>

Research a property

Use the NSW Planning Portal's Spatial Viewer to find planning information about a property, such as its land use zoning and whether it is mapped as bushfire prone. All you need is the address or lot of the commercial property you wish to search for.

🌐 <https://ksc.pub/property-research>

Development Application (DA) Register

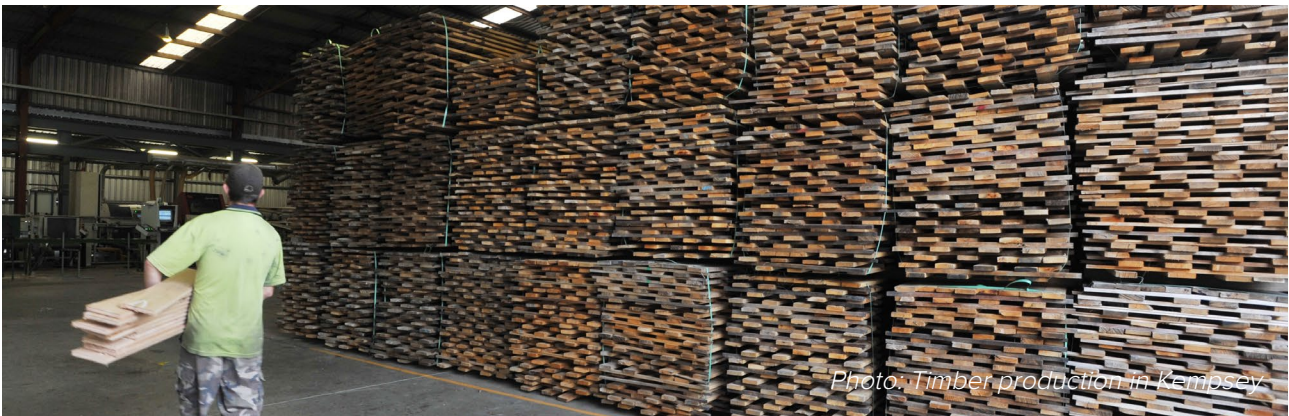
Businesses can get up-to-date tracking on their DA application and current DA's by using the NSW Planning Portal.

🌐 <https://ksc.pub/DAregister-tracking>

Heritage advisory service

Owners of heritage-listed properties in Kempsey Shire can access free, expert advice about their property through Council's heritage advisory service. Consultations are available once a month at Council's Civic Centre in Kempsey or on-site at your property. Bookings are essential and can be made by contacting Council **02 6566 3200**.

🌐 <https://ksc.pub/heritage>



Grants and Sponsorship

Macleay Grants Hub

To assist you in finding out what grants are available for your business Council provides the Macleay Grant Hub. The site provides a comprehensive list of local, state and federal grant and funding opportunities available. You can also register to receive alerts straight to your inbox

🌐 www.macleay.grantguru.com.au

Event sponsorship

Event organisers hosting events that have a tourism appeal can apply for event sponsorship and local destination marketing support. Email business@kempsey.nsw.gov.au to find out more.

Community Grants

Our Community Grants program offers grant funding to active community groups so they can deliver community-led projects in a wide variety of forms that benefit Kempsey Shire. The community grants hub has four main categories Mayoral Community Fund, Environmental Levy grants, Sporting grants and quick grants.

🌐 www.ksc.pub/grants

Working with Council

Procurement

Council has a dedicated web platform eProcure that lists council work including upcoming Requests for Tender (RFT), Requests for Quotations (RFQ) and Expressions of Interest (EOI) for Council projects. You can register as a supplier with this portal to ensure you're notified of upcoming opportunities at no charge.

🌐 <https://ksc.pub/tenders-EOI>

Permits and licences

Business can apply for various permits or licences through Council. A comprehensive list is on the website under the following headings

Commercial Activities Licence

If you would like to use Council owned and/or managed land for commercial activities, you will need to apply for a licence. Commercial activities may include water-based activities such as learn to swim and multisport classes; hire of recreational equipment or tourism tour operators or visitor attractions. For further information email business@kempsey.nsw.gov.au

🌐 <https://ksc.pub/events>

Events on Council owned or managed lands

Council manages the use of our public spaces to ensure they can be used safely, are adequately maintained and enjoyed by all. Many types of events can be conducted on land owned and/or managed by Council in Kempsey Shire.

🌐 <https://ksc.pub/event-applications>

Selling goods in a public place

To sell any goods from a stall, stand or vehicle in a public place, you will need Council approval. Examples of activities that require approval include selling goods from a vehicle or stand and temporary food stalls.

Before you apply for Food Premises Registration for a mobile food van or outdoor trading, we advise you discuss your plans with an Environmental Health Officer on **02 6566 3200** or email ksc@kempsey.nsw.gov.au. The Environmental Health team can also provide you with application forms.

🌐 <https://ksc.pub/selling-goods>

Food business registrations

You can register a new food business or new mobile food business online through Council's Applicant Portal.

🌐 <https://ksc.pub/foodbiz-rego>

Outdoor dining

To obtain permission to conduct outdoor dining at your restaurant or café, you can use the NSW Planning Portal to apply for consent under section 125 of the Roads Act 1993 (NSW).

To support business Council has a moratorium on the payment of fees for both new and existing outdoor dining applications within the Kempsey Shire, villages and town centres until 30 June 2025.

🌐 www.planningportal.nsw.gov.au

Working with Council

Business waste

Most businesses in Kempsey Shire are eligible for Council's three-bin system. This includes a red-lidded garbage bin, collected weekly; a yellow-lidded recycling bin, collected fortnightly and a green-lidded food and garden organics bin, collected weekly.

Business Waste information and resources can be found:

🌐 <https://ksc.pub/bizwaste>

Better Together Network

This network is for businesses and community members who would like to stay informed and be better prepared in times of an emergency. Make sure to sign up below.

🌐 <https://ksc.pub/better-together>

Your Say Macleay

As a business you can have your say on a range of projects and strategies that are important to our business community.

🌐 www.yoursay.macleay.nsw.gov.au/



Photo: Bellbrook Pub, Bellbrook

Council business facilities

Part of Kempsey Shire Council's ongoing commitment to supporting business and industry is to provide access to infrastructure including:

Kempsey Airport Aviation Business Park

Owned and operated by Council, Kempsey Airport is used for a range of commercial and recreational purposes for businesses. These include charter operations, pilot training, skydiving, local flying club, general aviation, aircraft maintenance and medical and emergency services. Located next to the airfield, Kempsey Aviation Business Park provides a fully serviced business location, including roads, direct airside access via taxiways, power, telecommunications, water supply and wastewater.

🌐 <https://ksc.pub/Kempsey-airport>

Kempsey Regional Saleyards

Kempsey Regional Saleyards, located on Saleyards Road, West Kempsey, is owned by Council. The saleyards provide an opportunity for buyers and sellers from across the region and throughout NSW to generate income and undertake herd development activities. Council currently leases the facility to Kempsey Stock and Land, which maintains and operates the saleyards.

🌐 <https://ksc.pub/Kempsey-saleyards>

Slim Dusty Centre

The Slim Dusty Centre is a multipurpose venue with a café, gift shop, venue and conference facilities and exhibition space. The Slim Dusty Centre has a range of spaces available for hire and specialises in corporate events and functions.

For hire enquiries email info@slimdustycentre.com.au

🌐 www.slimdustycentre.com.au

Sporting Facilities

Council has invested significantly into sporting facilities to provide the community with quality facilities and attract sporting events. These include the development of a high-performance centre at South West Rocks and enhancement of the Verge and Eden Streets Sporting Complex in Kempsey. The upgrade includes new turf wickets for cricket, new hard surface netball courts, lighting and recreational facilities including a running track. Sporting fields can be booked online.

🌐 www.kempsey.nsw.gov.au/Your-Valley/Sport-recreation/Sports-field-facility-bookings



Photo: Slim Dusty Centre, Kempsey

Tourism and events

Known as the *Macleay Valley Coast* to visitors, we have it all – villages, stunning coastline, rainforest, rural hinterland, farmland and rivers.

Read our *Macleay Valley Coast Destination Management Plan 2019-2019* and *Marketing Strategy & Tourism Plan 2020-2023*, or visit www.macleayvalleycoast.com.au website for tourism operators and experiences in the region.

Council provides a Visitor Information Centre at South West Rocks and Visitor Information Outlet at the Slim Dusty Centre in Kempsey.

Our vision is to support sustainable tourism development and events in the Macleay Valley. If you're looking to expand your markets or want to learn more about tourism opportunities, our Economic Development and Tourism team can connect you to a range of advice and assistance. Contact us on **02 6566 3200** or email tourism@kempsey.nsw.gov.au

Connect with us!

If you would like to connect online visit one of our digital platforms and use the handle: [@macleayvalleycoast](https://www.instagram.com/macleayvalleycoast) or [#macleayvalleycoast](https://www.facebook.com/macleayvalleycoast)

- 🌐 www.macleayvalleycoast.com.au
- 📧 [Macleay Valley Coast \(@macleayvalleycoast\)](https://www.facebook.com/macleayvalleycoast)
- 📱 [Macleay Valley Coast \(@macleayvalleycoast\)](https://www.instagram.com/macleayvalleycoast)

We also have a dedicated Macleay Valley Tourism E-newsletter just for business. Sign up here <https://ksc.pub/bus-enews>



Photos: Kempsey Riverside Markets, Nestle Factory and Horseshoe Bay

Tourism Toolkit

Council has developed a Tourism Toolkit, which is a comprehensive online resource for tourism industry operators, whether you're starting out in tourism, or you've been in business a while and looking to hone your skills.

Get Connected listing

Listing on the Get Connected platform gives you the opportunity to showcase your tourism product on the Macleay Valley Coast and Visit NSW (www.visitnsw.com.au) websites FREE of charge.

TipAdvisor listing

TripAdvisor is the world's largest travel site, visited by millions of travellers each month researching and planning their perfect trip.

Business Profile on Google

A free Business Profile on Google is an easy-to-use tool that helps you manage your business' online presence and appear in Google searches and maps.

Social media tips

Make sure your social media profiles are up to date and speak to the right audience

Create or update your tourism brochure

Have an up-to-date tourism brochure tailored to your target audience

Marketing tips

Stand out in your customers' inboxes

Manage your Facebook page

See our tips on how to optimise your Facebook business page

Apply for grant funding

Make your grant application stand out among other applications with our Grants and Funding Checklist

Link to Destination NSW resources

Destination NSW delivers the NSW First Program to help tourism businesses develop, promote and sell their products.

Access the tourism toolkit here

🌐 www.kempsey.nsw.gov.au/Business/Tourism/Tourism-in-the-Macleay-Valley

■ Tourism industry networks

Destination North Coast

Destination North Coast works with visitor economy stakeholders to drive, coordinate, and support the sustainable management and development of tourism across the region. Their goal is to strengthen and enhance the region's visitor experiences to help sustainably grow the North Coast visitor economy and in doing so support the NSW Government's Visitor Economy Strategy 2030. Reach out to one of the team at info@dncnsw.com or **02 6622 7429**.

🌐 www.dncnsw.com

Destination NSW

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events.

🌐 www.destinationnsw.com.au



Photo: Grassy Head



Agribusiness

The Macleay Valley is a fertile food farming region with a rich agricultural history in beef, dairy and food production.

Read our *Agribusiness Industry Plan 2021-2026* or visit our website for a list of the agricultural growers in the valley.

Our vision is to support smart and sustainable agribusiness in the Macleay Valley. If you're looking to expand your markets or want to learn more about agribusiness opportunities, our Economic Development Officers can connect you to a range of advice and assistance. Contact us on **02 6566 3200** or email agriculture@kempsey.nsw.gov.au



Photo: Macleay River Fisherman's Co-Op, Jerseyville supplies fresh quality local seafood

Industry networks

North Coast Local Land Services (LLS)

Local Land Services is a regional-focused NSW Government agency delivering services to farmers, landholders and the wider community. LLS staff can assist with issues including agricultural production, biosecurity, natural resource management and emergencies. Information and resources including improving agricultural productivity, control declared pests and meet your legal obligations and manage and improve our natural resources are also available.

🌐 www.lls.nsw.gov.au/regions/north-coast

NSW Department of Primary Industries (DPI)

The NSW Department of Primary Industries (NSW DPI) is part of the Department of Regional NSW (DRNSW). The department delivers a broad range of initiatives across the State including research and development to grow our agriculture, fisheries and forestry sectors, and regulation and administration of biosecurity, food safety, animal welfare and hunting in NSW.

NSW DPI also has a range of responsibilities to prepare, respond to and assist in recovery from animal and plant biosecurity emergencies, natural disasters and other emergencies affecting the sector, as well as international market access support and export enhancement across a range of products and industries.

🌐 www.dpi.nsw.gov.au

Department of Agriculture, Fisheries and Forestry

Work to support agricultural, fishery food and forestry industries to remain competitive and sustainable. The department produces a range of reports, provides assistance with grants investment, financial assistance and tax concessions.

🌐 www.agriculture.gov.au

Photo: Akubra Hats are an Australian Icon. Akubra hats are manufactured in Kempsey.



Starting a business

NSW Government programs and resources

The NSW Government has very useful compilation of business and industry information available. These include:

Service NSW

Service NSW for Business funded by the NSW Government provides information and support to start, run and grow your business, and adapt in times of change. Including;

- **Online Business Concierge** service provides one-on-one support for business owners applying for;
 - financial assistance
 - licences and application
 - vouchers and grants

Book a call-back or talk to a business conceive officer on 13 77 88 Monday to Friday, 8am to 6pm (AEST).

- **Disaster recovery assistance** for businesses impacted by storms and floods
- **COVID-19 help for businesses** helping businesses impacted by COVID-19 by bringing together support services available to businesses.
- **Support for women in business** to access the funding, programs and services they need to start, run or grow their business.

Businesses can also connect your **My Service NSW Business Account** with a Business Profile to apply for grants and rebates, track progress of government transactions and manage regulatory obligations, such as licenses and permits.

🌐 www.service.nsw.gov.au/business



Photo: River to Sea Agricultural Conference hosted by Kempsey Shire Council

Starting a business

Business Connect

Business Connect is a dedicated and personalised NSW Government program. It provides advice, events and resources to help you start, run, adapt or grow your small business.

One-to-one business advisory sessions are complemented with a range of events and resources providing practical insights and business skills development. Business Connect advisors are independent professionals.

They have experience running their own business, qualifications in a business-related discipline, and advisory experience.

Contact a local business advisor on smallbusiness@nortec.org.au or **1800 667 832**
🌐 www.nortecsmallbiz.org

Small Business Commissioner

As an independent voice, the Commissioner is a passionate supporter and advocate of small businesses while striving to resolve any issues impacting on their day-to-day operation. Support provided by the Office includes:

- serving as a neutral party in mediation and dispute resolution between small businesses or between a small business and a larger one or between a small business and government
- providing high quality business advice and advisors with access to world class tools
- speaking up for small businesses within government

🌐 www.smallbusiness.nsw.gov.au



Photo: Kempsey Central Business District, Smith Street Kempsey

Starting a business

SafeWork NSW

SafeWork offers; advice on improving work health and safety; provide licences and registration for potentially dangerous work and investigates workplace incidents and enforce work health and safety laws in NSW. SafeWork has a range of business support services and information packages such as free advisory visits in workplaces, workshops, presentations, expos and events and financial support for education, training and development projects in workplace safety and injury management.

🌐 <https://www.safework.nsw.gov.au/>

Department of Regional NSW

Regional NSW offers a wide range of opportunities for people thinking of investing, moving a business or starting a new enterprise including funding and grants and resources.

🌐 www.nsw.gov.au/regional-nsw

Training Services NSW

Training Services NSW provides vocational education and training advice and information to apprentices and trainees and their employers. Training Services NSW supports apprenticeships and traineeships, Smart and Skilled, and adult and community education. Training NSW also helps business access funding for vocational education and training that gives people workplace skills in high demand industries including Smart and Skilled, JobTrainer and other government programs in NSW.

🌐 <https://ksc.pub/training-services>

Federal Programs and Resources

Business Australia

Business.gov.au is a central point of reference when you have questions about starting, running or growing a business in Australia. business.gov.au has a number of free tools and resources to help you and your business succeed. This includes information on starting a business, business structures, planning, marketing, employing, risk management and finance.

🌐 www.business.gov.au

Australian Taxation Office

Offers several services to assist business owners including advice and resources.

🌐 www.ato.gov.au

Austrade

Assists Australian businesses as they develop international markets and win productive foreign direct investment.

🌐 www.austrade.gov.au

The Australian Treasury

The Treasury provides economic analysis and informed policy advice on issues such as the economy, budget, taxation, the financial sector, foreign investment, structural policy, superannuation, small business, housing affordability and international economic policy. Working with state and territory governments on key economic, business and social policy, and manage federal financial relations.

🌐 www.treasury.gov.au

Fair Work Ombudsman

Provides a small business helpline to assist business owners in understanding their priorities such as finding the right pay, calculating leave and auditing payroll. Fair Work also offers a *Small Business Best Practice Guide* to explain employer and employee obligations.

🌐 www.fairwork.gov.au

Photo: Graduates from Country University Centre Macleay Valley



For all your Economic Development and Tourism enquiries contact

✉ business@kempsey.nsw.gov.au
✉ tourism@kempsey.nsw.gov.au
✉ agriculture@kempsey.nsw.gov.au

☎ 02 6566 3200

Civic Centre

22 Tozer Street (PO Box 3078)
West Kempsey NSW 2440

Customer Services

P. 02 6566 3200 F. 02 6566 3205
ksc@kempsey.nsw.gov.au

